

## ORDER



**Orders**  
**Order / Rev:** 711094  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 2645  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 09/05/12 / 09/05/12  
**Order Type:** Political

## WKYC

**Primary AE:** Denel Kizler  
**Sales Office:** WKYC  
**Sales Region:** LOC

**Agency**  
**Name:** Strategic Media Placement/ POL  
**Buying Contact:** Nicholas Everhart  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Mandel, J/ US Senate  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	34	\$46,350.00	\$39,397.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$46,350.00	\$39,397.50	0.00
<b>Totals</b>	<b>34</b>	<b>\$46,350.00</b>	<b>\$39,397.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	35%	\$46,350.00
Market	100%	\$132,428.57

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$42,377.14
WJW	29%	\$38,404.29
WOIO	4%	\$5,297.14
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/04/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	----F--		1		\$800.00		0.00					
Week:		09/10/12	09/16/12	-----		0		\$800.00		0.00					
2	WKYC	09/04/12	09/10/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	---T---		1		\$850.00		0.00					
Week:		09/10/12	09/16/12	-----		0		\$0.00		0.00					
3	WKYC	09/04/12	09/10/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Advertiser: Mandel, J/ US Senate  
 Product Desc:  
 Estimate: 2645

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WKYC	09/04/12	09/10/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
4	WKYC	09/04/12	09/10/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
5	WKYC	09/04/12	09/10/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$800.00		0.00			
6	WKYC	09/04/12	09/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1				\$600.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
7	WKYC	09/04/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-T---	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-T---		2				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
8	WKYC	09/04/12	09/10/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$1,800.00		0.00			
9	WKYC	09/04/12	09/10/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$2,800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
10	WKYC	09/04/12	09/10/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----		0				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$1,800.00		0.00			
11	WKYC	09/04/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
12	WKYC	09/04/12	09/10/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
13	WKYC	09/04/12	09/10/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----		0				\$400.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$800.00		0.00			
14	WKYC	09/04/12	09/10/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WKYC	09/04/12	09/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TW----	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TW----		2				\$650.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
16	WKYC	09/04/12	09/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:15/:15	1	\$700.00	P-3	0.00	BK	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$700.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$350.00		0.00			
17	WKYC	09/04/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-W----	:15/:15	1	\$1,800.00	P-3	0.00	BK	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$1,800.00		0.00			
18	WKYC	09/04/12	09/10/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$600.00		0.00			
19	WKYC	09/04/12	09/10/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:15/:15	1	\$1,800.00	P-3	0.00	BK	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----		0				\$900.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$1,800.00		0.00			
20	WKYC	09/04/12	09/10/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WT---	:15/:15	2	\$1,800.00	P-3	0.00	BK	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WT---		2				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
21	WKYC	09/04/12	09/10/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----F--	:15/:15	1	\$1,800.00	P-3	0.00	BK	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$900.00		0.00			
22	WKYC	09/04/12	09/06/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-TWT---	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWT---		1				\$1,500.00		0.00			
N23	WKYC	09/06/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	1--11--	:15/:15	3	\$800.00	P-3	0.00	BK	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---11--		2				\$800.00		0.00			
		Week: 09/10/12	09/16/12	1-----		1				\$800.00		0.00			
N24	WKYC	09/07/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	----1--	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--		1				\$800.00		0.00			
N25	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$800.00		0.00			
N26	WKYC	09/10/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:15/:15	1	\$1,800.00	P-3	0.00	BK	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$1,800.00		0.00			
N27	WKYC	09/09/12	09/09/12	NFL Regular Season Fo NFL Football	CM	NFL Football	-----S	:15/:15	1	\$6,500.00	P-3	0.00	BK	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$6,500.00		0.00			

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 Estimate: 2645

**WKYC**

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N28	WKYC	09/06/12	09/07/12	Early Today Early Today	CM	4a-430a	---TF--	:15/:15	1	\$50.00	P-3	0.00	BK	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	---TF--	1		\$50.00		0.00						
													Totals	34	\$46,350.00